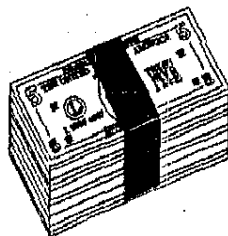


1/23/91

RONETCO SHOP-RITE

CIGARETTE MERCHANDISING PROPOSAL



PRESENTED BY
LEN WEBER
R. J. REYNOLDS TOBACCO COMPANY

51847 6386

RONETCO SHOP-RITE

CIGARETTE MERCHANDISING PROPOSAL

RECOMMENDATION: MERCHANDISE CARTONS OF CIGARETTES SELF-SERVICE USING AN "IN-LINE" SETUP FURNISHED BY R. J. REYNOLDS. USE VERTICAL SHARED LOAD WITH RJR AND PHILIP MORRIS SHARING TOP SECTIONS OF FIXTURING.

0 RECOMMENDED CONFIGURATIONS

- > 17' (12' FULL PRICED/5' LOW COST)
- > 19' (14' FULL PRICED/5' LOW COST)
- > 21' (16' FULL PRICED/5' LOW COST)

0 MERCHANDISER FEATURES

- > STANDARD AND ELECTRONIC SECURITY WITH NIGHT LOCKUP (FURNISHED AT NO CHARGE)
- > ALL SPACE ON MERCHANDISER ALLOCATED TO SHARE OF BUSINESS USING FIGURES TAKEN FROM WAKBFERN ITEM REGRESSION REPORT
 - TOP TWO CIGARETTE COMPANIES (RJR AND P. MORRIS) WITH OVER 75% OF TOTAL MARKET SHARE TOP SPACE OF FIXTURING
- > HIGHLIGHTED LOW COST SECTION FOR ALL COMPANIES TO ADDRESS FASTEST GROWING SEGMENT OF BUSINESS
- > "ENHANCED CANOPY" WITH LIGHTED PRICE SIGNAGE, CLOCK AND DEALER BENEFIT AREA

RONETCO SHOP-RITE

CIGARETTE MERCHANDISING PROPOSAL

PROJECTED FINANCIAL IMPACT

> BASED ON ESTIMATED CONTRACTUAL PAYMENTS FROM ALL
CIGARETTE MANUFACTURERS

MERCHANDISER SIZE -----	MONTHLY PAYMENTS -----	ANNUALIZED PAYMENTS -----
17'	\$ 1,097.50	\$ 13,170
19'	1,271.50	15,258
21'	1,457.50	17,490

note: above monies were calculated based on latest
 available contractual information from all
 cigarette manufacturers. it is the retailers
 obligation to negotiate shelf contracts with
 each manufacturer.

CARTON MERCHANDISER PLAN-O-GRAM

RONETCO SHOP-RITE

AUTHORIZED BY: _____

417' IN LINE

DATE: _____

1,854 CARTONS

PM	PM	PM	RJR	RJR
PM	PM	PM	RJR	RJR
PM	PM	PM	RJR	RJR
PM	PM	PM	RJR	LOR
PM	PM	ATC	B&W	LOR
PM	ATC	ATC	B&W	B&W
PM	ATC	L&M	BROWS L&M	LOR
3'	3'	5'	3'	3'

COMPANY	ROWS	% ROWS	SOM	MONTHLY PAYMENTS	ANNUAL PAYMENTS
R. J. Reynolds	95	26.1	25.9	\$ 301.00	
American	34	9.3	9.6	\$ 102.00	
Brown & Williamson	34	9.3	8.0	\$ 110.50	
Philip Morris	140(150)	38.5	39.8	\$ 402.00	
Lorillard	48	13.2	13.3	\$ 138.00	
Liggett & Myers	13	3.6	3.4	\$ 44.00	
				\$	
TOTALS	364	100%	100%	\$ 1,097.50	\$ 13,170.00

6889 48815

CARTON MERCHANDISER PLAN-O-GRAM

RONETCO SHOP-RITE

AUTHORIZED BY: _____

19' IN LINE

DATE: _____

2,220 CARTONS

PM	PM	PM	RJR	RJR
PM	PM	PM	RJR	RJR
PM	PM	PM	RJR	RJR
PM	PM	PM	RJR	LOR
PM	PM	B&W	ATC	LOR
PM	B&W	B&W	ATC	ATC
PM	B&W	L&M	L&M	LOR
4'	3'	5'	3'	4'

COMPANY	ROWS	% ROWS	SOM	MONTHLY PAYMENTS	ANNUAL PAYMENTS
R. J. Reynolds	107	25.5	25.9	\$ 337.00	
American	38	9.0	9.6	\$ 122.00	
Brown & Williamson	34	8.1	8.0	\$ 110.50	
Philip Morris	168(180)	40.0	39.8	\$ 514.00	
Lorillard	57	13.6	13.3	\$ 138.00	
Liggett & Myers	16	3.8	3.4	\$ 50.00	
				\$	
TOTALS	420	100%	100%	\$ 1,271.50	\$ 15,258.00

06E9 74815

CARTON MERCHANDISER PLAN-O-GRAM

RONETCO SHOP-RITE

AUTHORIZED BY: _____

21' IN LINE
2,516 CARTONS

DATE: _____

LOW COST		LOW COST		
PM	PM	PM	RJR	RJR
PM	PM	PM	RJR	RJR
PM	PM	PM	RJR	RJR
PM	PM	PM	RJR	LOR
PM	PM	ATC	B&W	LOR
PM	ATC	ATC	B&W	LOR
PM	ATC	L&M	L&M	LOR
4'	4'	5'	4'	4'

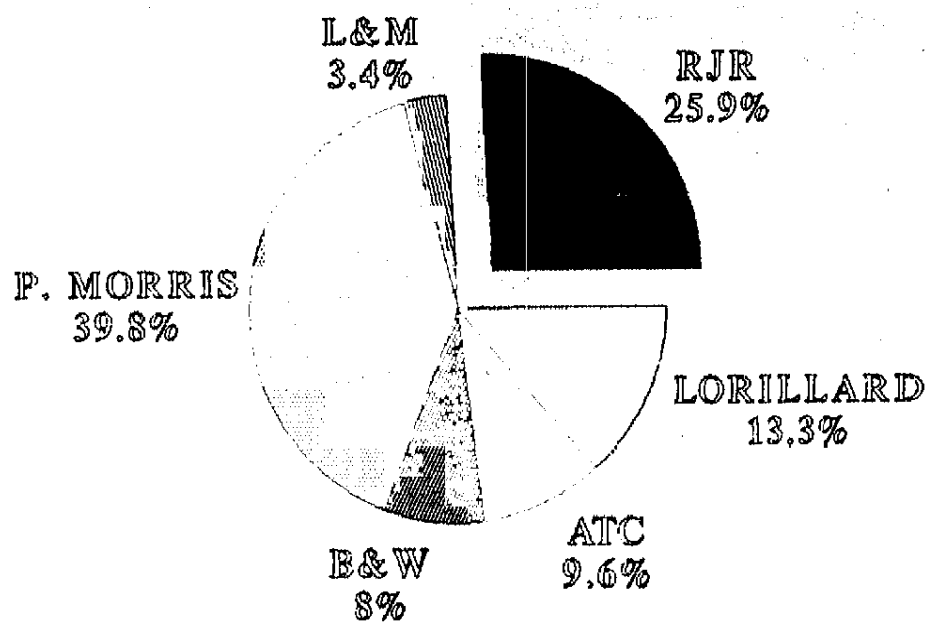
COMPANY	ROWS	SHARE/ ROWS	SOM *	MONTHLY PAYMENTS	ANNUAL PAYMENTS
R. J. Reynolds	123	25.8	25.9	\$ 385.00	
American	42	8.8	9.6	\$ 138.00	
Brown & Williamson	42	8.8	8.0	\$ 136.50	
Philip Morris	188(202)	39.5	39.8	\$ 602.00	
Lorillard	65	13.7	13.3	\$ 138.00	
Liggett & Myers	16	3.4	3.4	\$ 58.00	
				\$	
TOTALS	476	100%	100%	\$1,457.50	\$ 17,490.00

* WAKEFERN WAREHOUSE
REGRESSION REPORT

1689 4815

WAKEFERN FOOD CORPORATION

CIGARETTE ITEM SHARE



OCTOBER 1990 REGRESSION REPORT

51847 6392